Sub-domain Name Registration Procedures for
utah.gov and state.ut.us

May 7, 2001

The Chief Information Officer has developed a branding strategy as outlined in a document submitted to the Cabinet in April 2001 entitled: *A New Online Address for Utah Government:* `utah.gov`

Discussion of the Issues:

- A good domain name is easy to remember, easy to type, and conveys a message about the owner. Our customers and partners will understand and remember utah.gov

- A unified strategy for state domains removes barriers to communication.

- The .gov Top Level Domain (TLD) conveys a sense of trust. Only a US government entity can have a .gov based domain name, anyone can be a .org or a .com .

Recommended Actions:

For informational purposes and for communication and distribution to appropriate staff within state organizations.

Sub-domain Name Registration Procedures for utah.gov and state.ut.us

Registration Process

The CIO has appointed the Utah Electronic Commerce Coordinator to serve as domain manager and registrar for all sub-domains of state controlled URL's. Most notable are utah.gov and state.ut.us. The registrar will serve as the administrative contact for the processing and approval of Utah government website sub-domain names for government websites. The Division of Information Technology Services also has appointed a technical contact that will activate a registration. A state agency designee may apply for a sub-domain name to the registrar using the process outlined below. Once the registrar has approved the sub-domain name it will be forwarded to the technical contact that will then make the sub-domain active.

A web application will be developed that will allow an individual to check online for availability of the name and to apply for a sub-domain name if the name is currently available. The registrar will review and approve or deny initial requests and any sub-domain modifications. Confirmation e-mails will be used to inform the ITS technical contact of approval and the agency contact will be notified when the domain registration process is completed and registration active.

Naming Conventions

The following conventions will be followed in creating sub-domains:

1. Domain names and sub-domains should be kept as simple as possible. Sub-domains of utah.gov will be no more than four levels deep including utah.gov domain with www excluded. For example, http://news.innerweb.utah.gov would be permitted but http://good.news.innerweb.utah.gov would not.

2. For utah.gov and state.ut.us, agency domains will be assigned by the registrar as two or three (preferred) character codes: dot.utah.gov or das.state.ut.us Categorical names such as traffic.utah.gov may be requested by the appropriate entity (see: "Who Can Register…" below).

3. Domains for e-mail and web servers will not be delegated domains. Agencies are encouraged, in addition to retaining state.ut.us to add sub-domains within the utah.gov domain and to ensure that the URL based on utah.gov is the URL that is visible to the public when accessed through a browser. For example, if a citizen types in www.state.ut.us they will immediately see utah.gov displayed as the URL. This approach will eliminate the need to update links while at the same time masking the state.ut.us URL.

Who Can and Cannot Register Under utah.gov

Agencies within the legislative, executive branch, or judicial branches of government may submit a registration request for a subdomain name to the registrar. This process may be open to local governments after we have tested the process with state entities.

Quasi-public, non-public, private, commercial or private-not-for profits may not use the utah.gov domain nor obtain a sub-domain and are encouraged to use an appropriate name within the .org TLD.

If any entity acts as an agent or contractor on behalf of a governmental agency then the registrar may approve acquisition of a utah.gov sub-domain for that entity.

State agencies are discouraged from using domain names ending in .net, .org or .com and should register and use an appropriate utah.gov domain.

What Types of Sub-domain Names May Be Registered?

As stated, agencies will be assigned sub-domains based on their appropriate two and three letter agency abbreviations. Agencies will also be allowed to create appropriate sub-domains of their agency specific sub-domain as long as they are in accordance with the "four level deep" rule mentioned in "naming conventions" sub-part 1., above .

As a general rule, other sub-domains of utah.gov, such as news.utah.gov will be assigned to uses that have statewide application. For the most part, these generic sub-domains will be used for citizen facing applications where specific entry points are necessary or desirable. Examples of these entry points include things like news.utah.gov mentioned above, but also include agency Internet services that have high public visibility or demand such as renewalexpress.utah.gov or rex.utah.gov.

All sub-domains must promote the trust and a positive recognition of the utah.gov brand. Any name that fails to do this may be rejected as inappropriate.

Agency Code

As mentioned above, each department will be assigned a three letter department code as in http://www.das.utah.gov and agencies may request aliases where needed.

Single Registrant

If a site represents multiple state agencies or a consortium of state and local organizations a single registrant will be designated as the responsible party for the sub-domain. For example, if the

Department of Administrative Services is the sponsor of the Utah Environmental and Public Health Alliance (EPHA), they retain responsibility for the sub-domain.

Revocation

The registrar may revoke the sub-domain for failure to comply with this procedure or any other related state or federal statute, policy, regulation or rule.

Information To Request a Sub-domain

Department/Agency Name

Administrative Contact Name

Telephone Number

E-mail address

Technical Contact Name

Telephone Number

E-mail address

Name of Approving Authority (if different from admin contact)

Sub-domain name requested: (e.g. dot.utah.gov)

Change request due date:
This is the date when the change should be implemented. Sometimes an agency wants the change done as soon as possible. Other times the change needs to be coordinated for a particular day or time because it will impact existing applications.

Do you want to register any hosts in this new sub-domain? For example, when you register newsub.utah.gov, do you also want to register www.new-sub.utah.gov. If yes, Indicate any other hosts:

Please note: the registration information to be submitted may periodically change. Please refer to the registrar website to be established or contact registrar@state.ut.us in the interim.

5/02/01